

VINEXPO BORDEAUX 2017 BUYERS' REPORT



40,500
TRADE VISITORS



151
COUNTRIES



2,300
EXHIBITORS



TOP 15
VISITING COUNTRIES

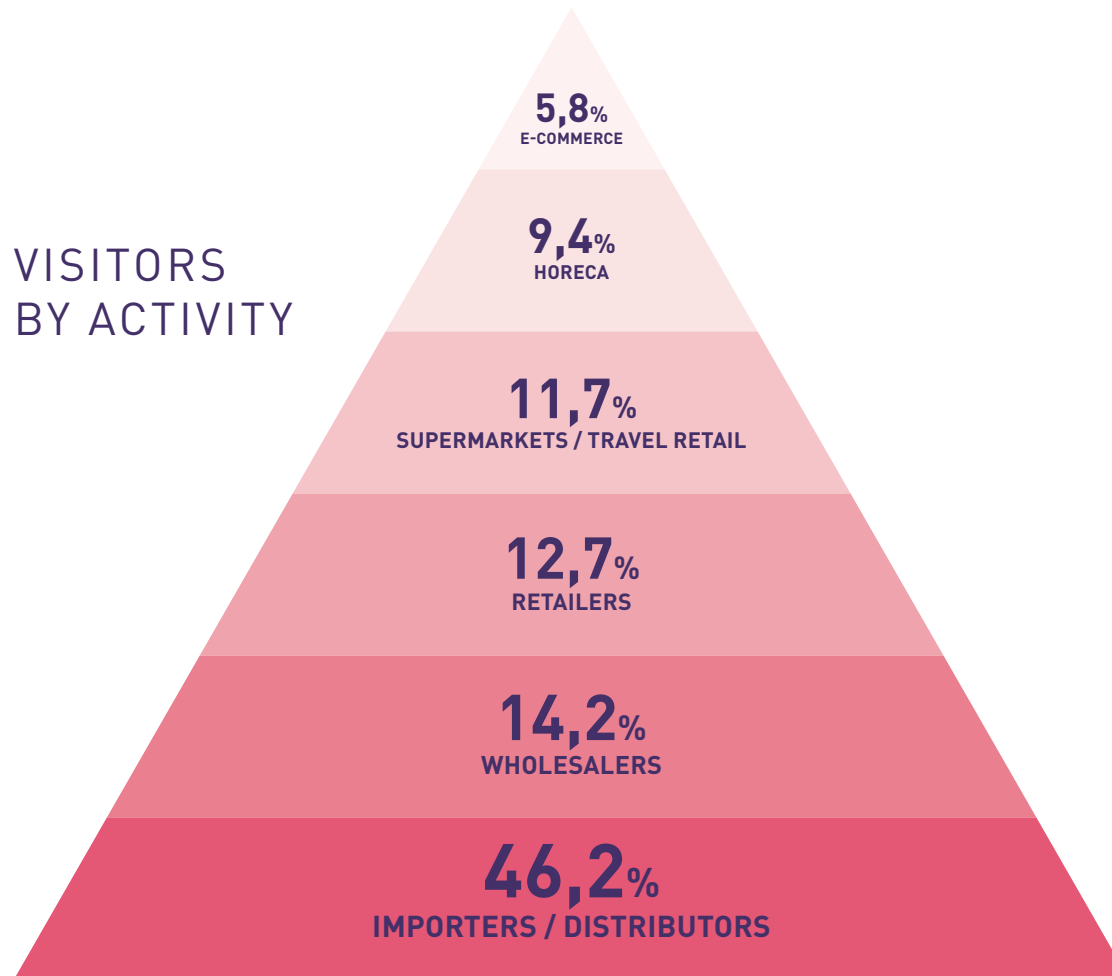
44%  **56%**
OUTSIDE FRANCE FRANCE

FRANCE +

- | | | |
|---------|-------------|----------------|
| 1 CHINA | 6 GERMANY | 11 SWEDEN |
| 2 USA | 7 BELGIUM | 12 JAPAN |
| 3 SPAIN | 8 CANADA | 13 PORTUGAL |
| 4 ITALY | 9 HONG KONG | 14 NETHERLANDS |
| 5 UK | 10 RUSSIA | 15 BRAZIL |

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VISITORS
BY ACTIVITY



65% OF ATTENDEES

WERE DECISION MAKERS

- 33% were President / Owner / Managing Director / CEO
- 32% Purchasing Manager / Middle Management